



CT 3112 - PROFESSIONAL SKILLS – TOPIC 1: COMMUNICATION SKILLS

Effective Presentation skills – Preparation and planning. Questions to consider: Why and who

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Preparation

Preparation is the single most important part of delivering a successful presentation

You should dedicate as much time as possible to preparing it

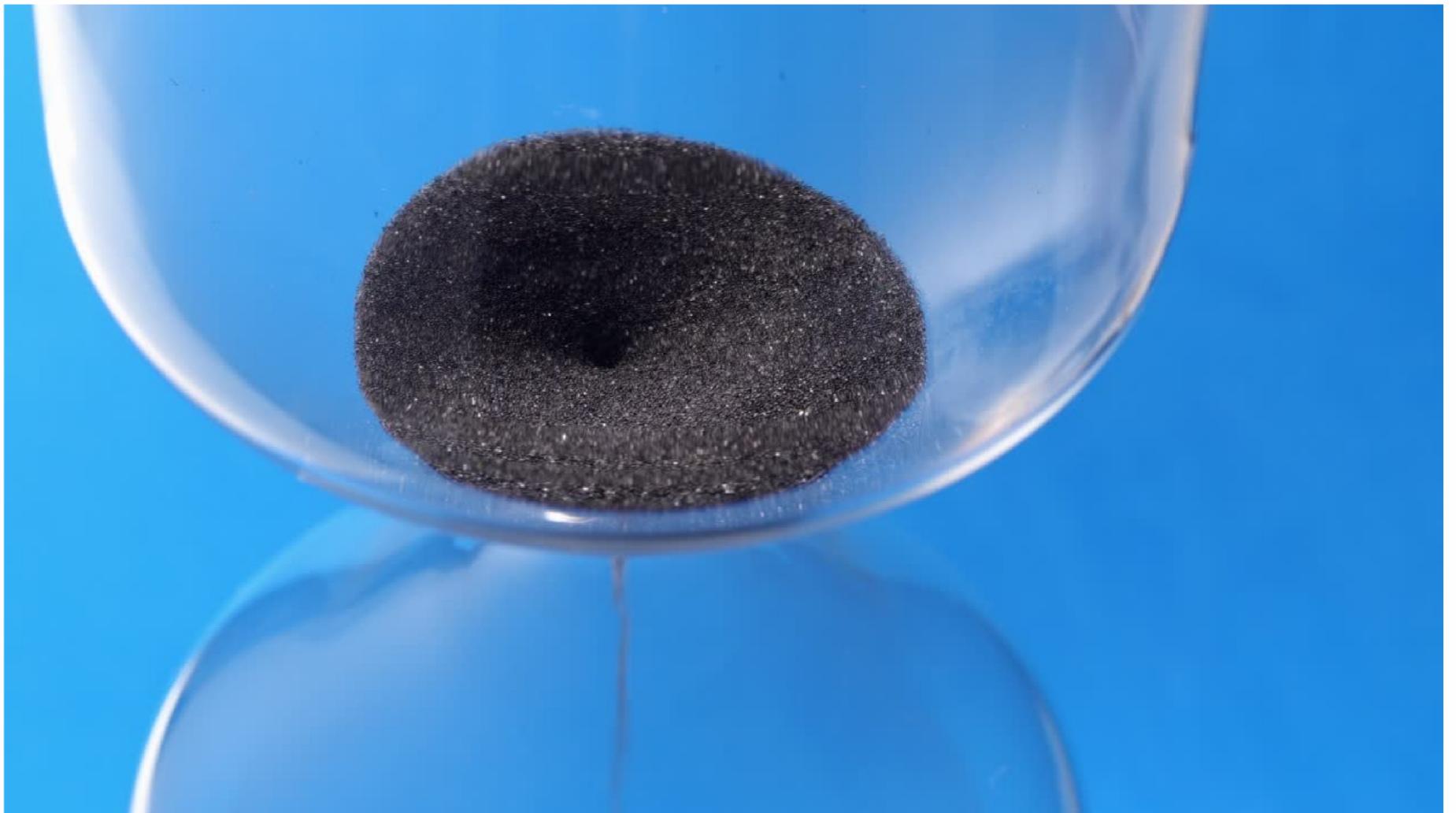


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Preparation - timeline

How long to prepare?

- 5:1 ratio
- If your presentation is 1 hour
- Then you should prepare for 5 hours
- 10 minutes per 1 minute presentation time



Effective preparation

Effective preparation involves answering the following 6 questions:

- Why
- Who
- When
- Where
- What
- How



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WHY?

Why have you been asked to present?

- Why have you been asked to speak/present?
- What is the aim/purpose of the presentation?
- What is the objective?
- What outcomes do you/the audience expect/need?



Why - aim/purpose of the presentation

The term **AIM** or **PURPOSE** is used to describe what you intend to do during the presentation

The purpose of this presentation is



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Purpose

The purpose of today's session is:

To provide you with a brief overview of WHAT detoxing is. Why it is important to detox. The BENEFITS of detoxing and finally, to provide you with some ground rules to help introduce detoxing into your lives.

Why - aim/purpose of the presentation?

It is also important to consider whether your purpose is to:

- Inform
- Show progress
- Persuade
- Sell
- Disseminate results
- Teach
- Introduce a new idea



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An OBJECTIVE is a statement describing a learning process

At the end of this presentation/talk you will be able to...



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Example - Objective

At the end of today's session you will:

- Know what detoxing is
- Know why to detox
- Know the benefits of detoxing
- Know what to eat and what to avoid



WHO?

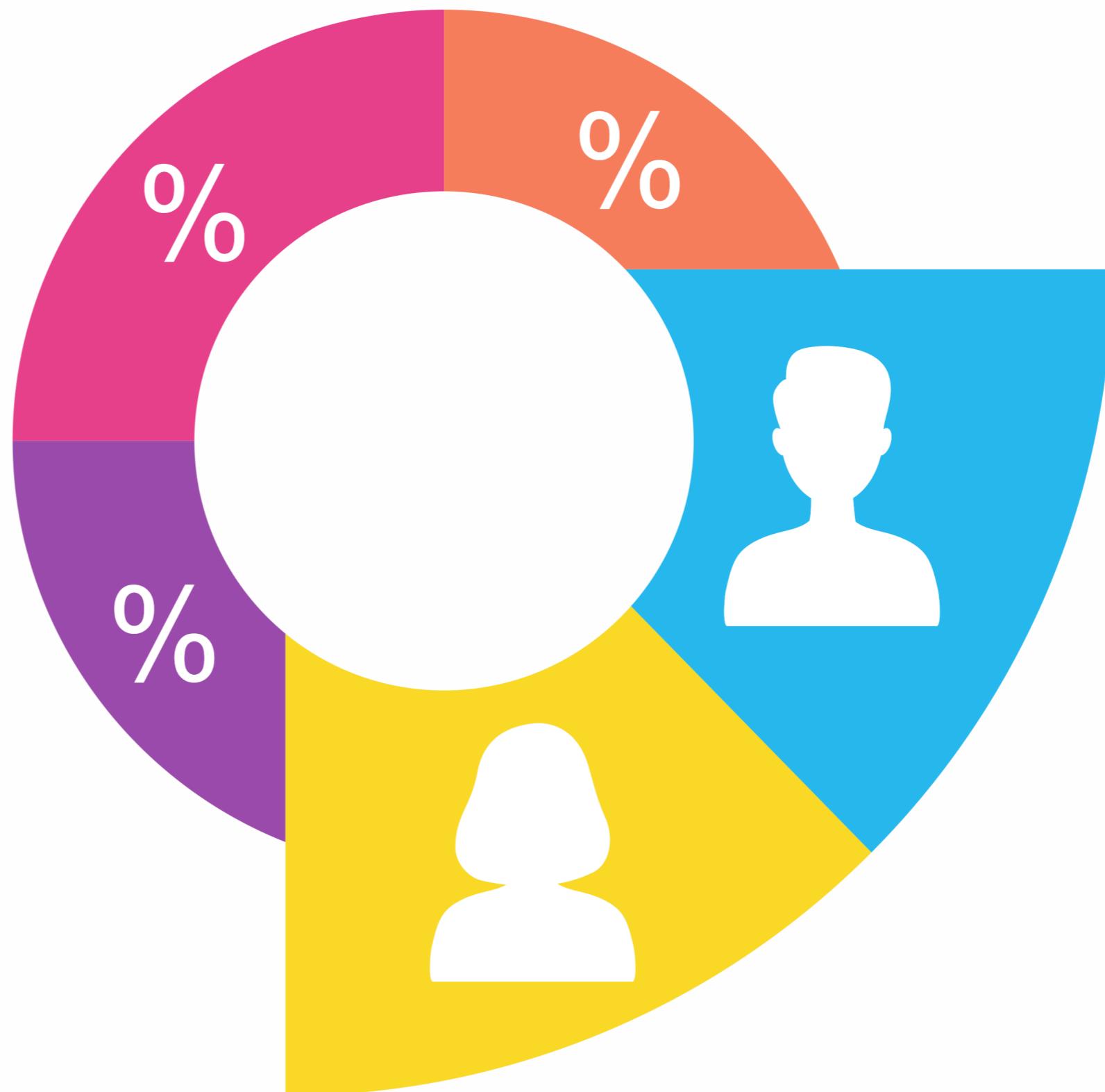
Who is your audience?

Size

Familiarity

Status

- Seniority
- Age
- Gender
- Culture Background etc.



Who is your Audience?

- Receptivity
- Experience/knowledge
- Expectation/needs





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Where will you deliver your presentation?

- Small room or lecture/conference hall
- Familiar setting or new
- Formal or less formal



Where will you deliver your presentation?

Additional considerations:

- Layout
- Seating arrangements
- Amenities
- Air/heat/lights
- Facilities & equipment
- Audio/visual equipment
- Parking



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When

If you have a choice of when to give your presentation - consider the following points

- Morning
- Afternoon
- Evening/Weekend

**Always find out how long you have
to present**



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What do you want/need to present?

- Knowledge analysis
- It is the subject/main content of your presentation
- Comes from the objective



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What do you want/need to present?

Will your presentation be...

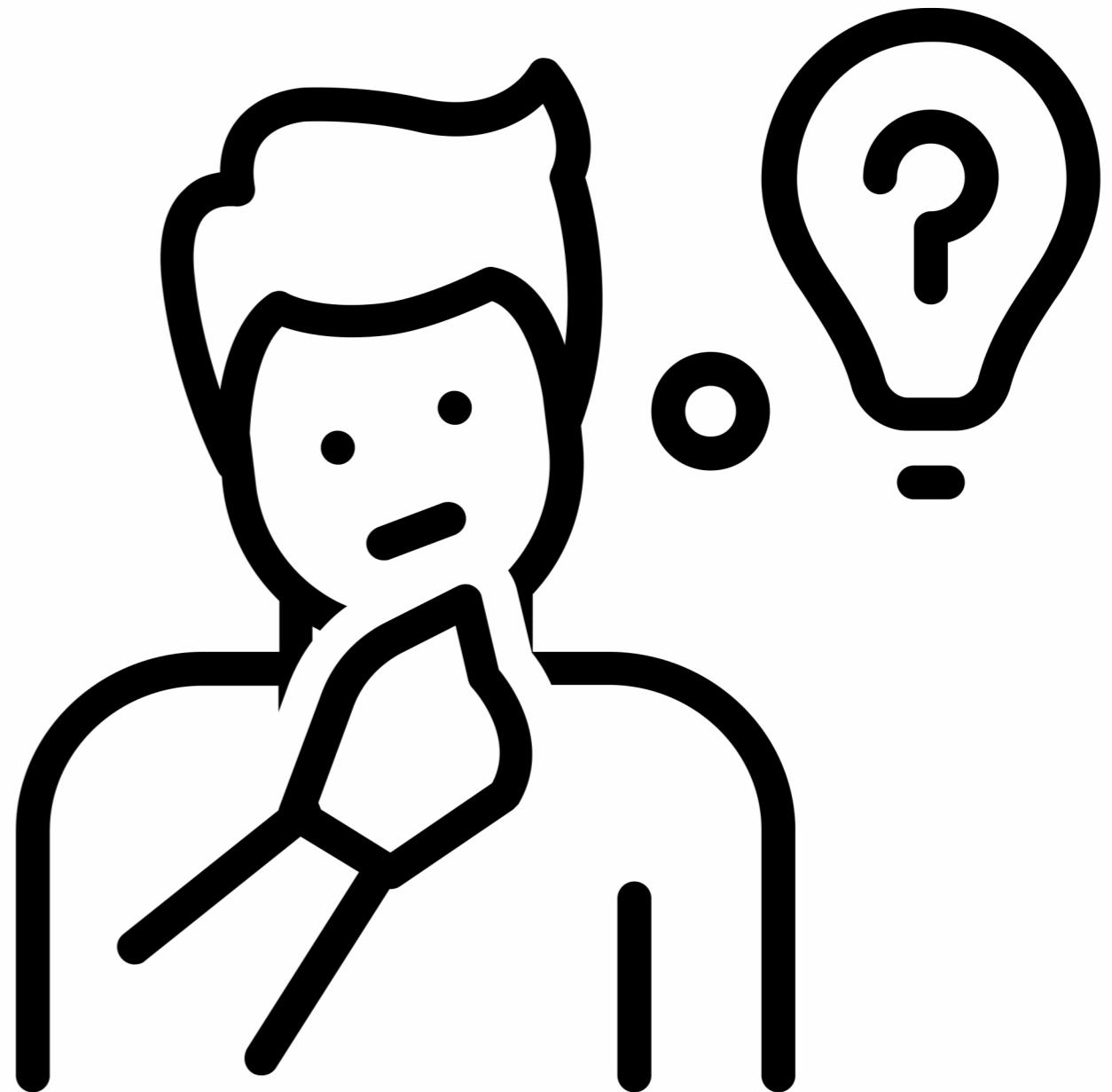
- An overview
- A basic introduction
- The development of an existing idea
- or a presentation of something new
- Inform, show progress, present results, introduce an idea etc.



What do you want/need to present?

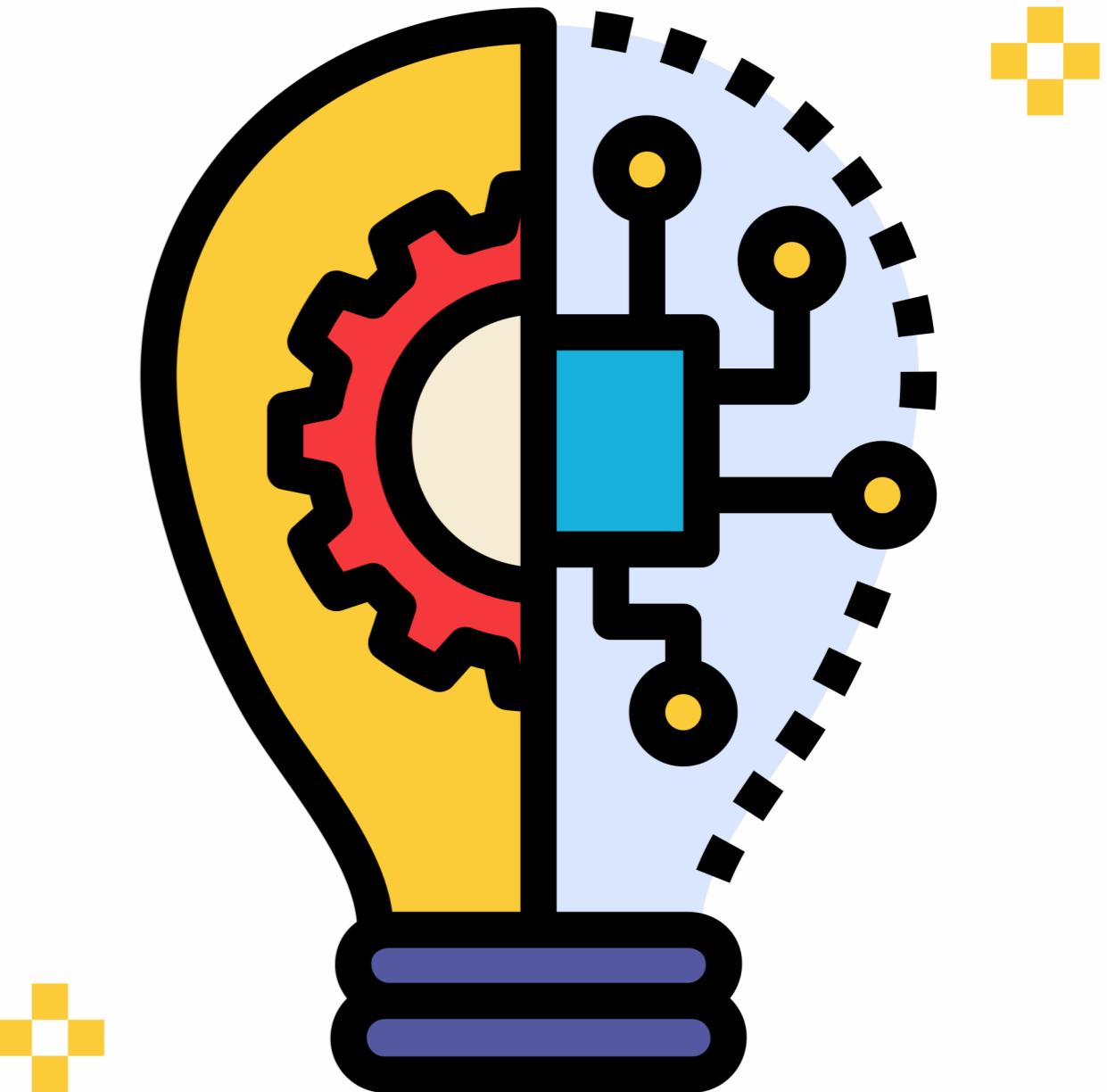
When preparing your material also consider:

- Must knows
- Should knows
- Nice to knows



How

- Structure
- Technology
- Visual aids – PowerPoint, overhead projector slides, flipchart or whiteboard
- Audio aids - Microphone

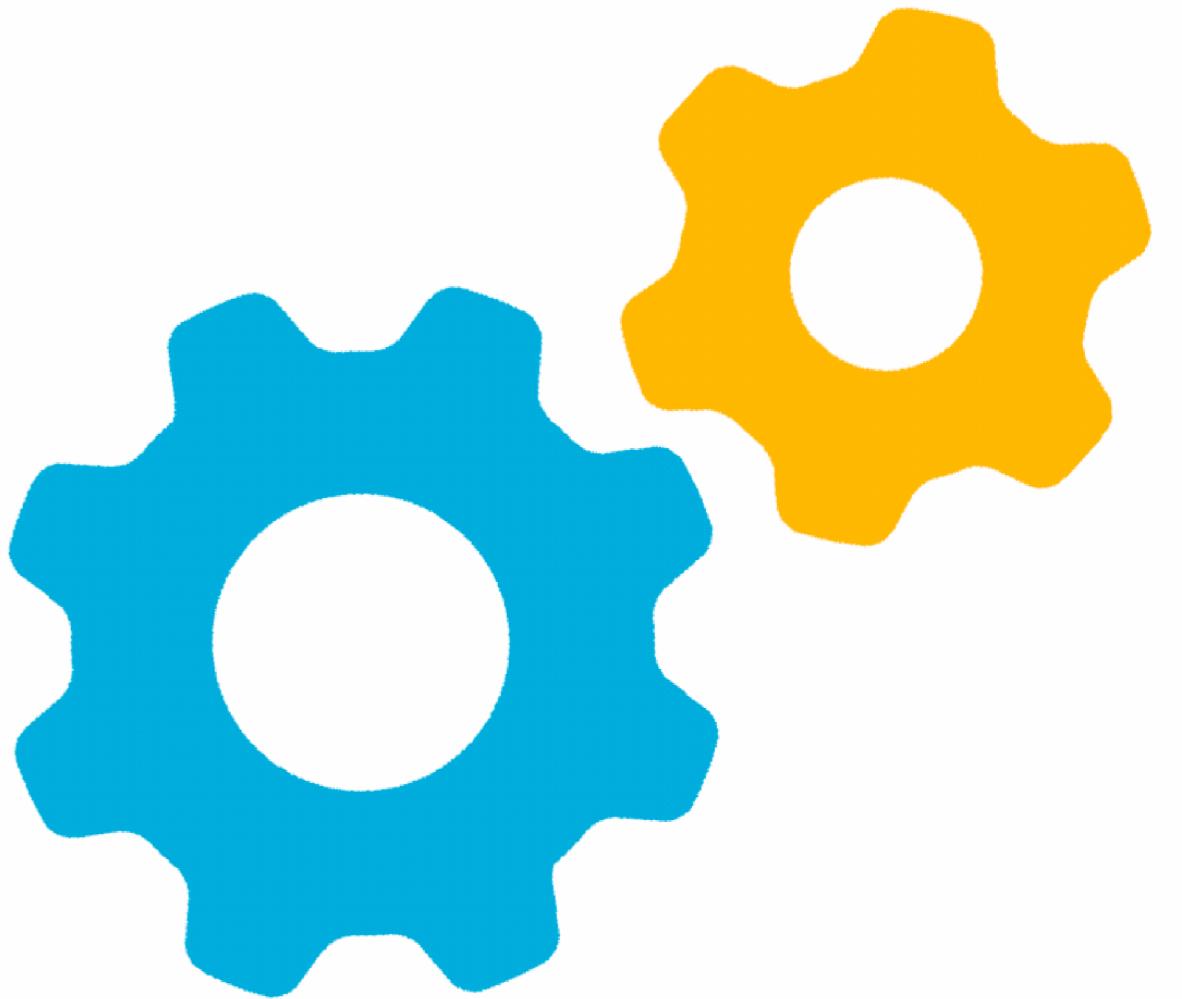


How

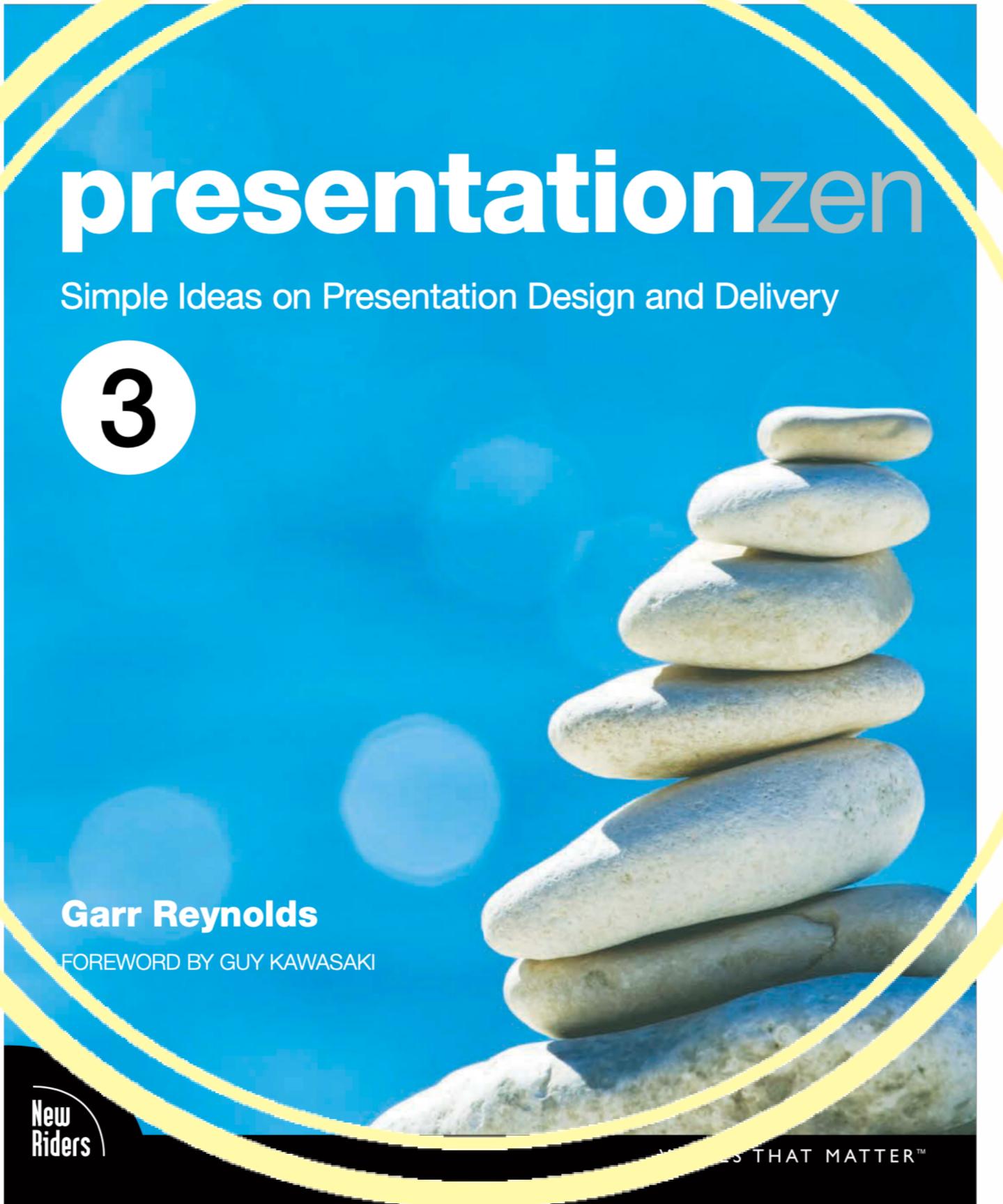
Equipment available

Delivery Technique

- Voice
- Movement – podium or space to move
- Appearance



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LET'S GET
STARTED



Brainstorm

“The best way to have a good idea is to have a lot of ideas.” Linus Paulling



Grouping and identifying the core



Storyboarding off the computer



Sketch your visuals



Storyboarding on the computer

